

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) A method for enhancing a broadcast event for a plurality of remote viewers each having a client device including a local storage device and a personal interactivity recorder (PIR) for storing and playing back the broadcast event, the method comprising:

each local storage device receiving and storing the broadcast event as it is being broadcast via a broadcast event signal to the plurality of remote viewers during a first time period;

each PIR receiving and storing interactive content from a server system separately from the broadcast of the broadcast event and not embedded in the broadcast event signal, the interactive content being related to the broadcast event, the same interactive content being configured to be displayed by each client device during the first time period;

each PIR temporally associating the interactive content received from the server system with the broadcast event;

a particular one of the client devices retrieving the stored broadcast event and interactive content in response to a user command; and

the particular one of the client devices playing back the retrieved broadcast event during a second time period such that when the retrieved broadcast event is played back, the corresponding PIR provides to the user the interactive content at one or more times during the retrieved broadcast event when such interactive content would have been displayed when the event was being broadcast, the interactive content provided by the corresponding PIR during the second time period configured to be the same interactive content that would have been displayed when the event was broadcast during the first time period.

2. (Previously Presented) The method of claim 1, wherein the local storage device includes fast forward, rewind, and pause functions.

3. (Previously Presented) The method of claim 1, wherein temporally associating includes using one or more of absolute time codes, relative time codes, and frame sequence numbers.

4. (Previously Presented) The method of claim 1, wherein the interactive content includes trivia questions, wherein the PIR stores the correct answer, and wherein, responsive to an answer received from a user during playback, the PIR provides to the user an indication of a correct or incorrect answer.

5. (Previously Presented) The method of claim 1, wherein the interactive content includes poll questions, the PIR stores poll results, and responsive to a response to the poll received from a user, the PIR provides poll results after receiving the response to the poll question from the user.

6. (Previously Presented) The method of claim 1, wherein the interactive content and video broadcast event are stored in the local storage device on the same medium.

7. (Original) The method of claim 1, wherein the PIR uses the processing and storing functionality of the local storage device.

8. (Original) The method of claim 7, wherein the local storage device includes a hard drive.

9. (Original) The method of claim 1, wherein the local storage device includes a hard drive.

10. (Previously Presented) The method of claim 1, wherein the PIR stores messages sent by other viewers using a chat functionality during the broadcast event and received over a separate channel from the broadcast and therefore not embedded in the broadcast signal, the messages being displayed during play back at the time during the broadcast event when the messages were displayed.

11. (Cancelled)

12. (Previously Presented) The method of claim 1, wherein the PIR includes processing and storage separate from the local storage device.

13. (Currently Amended) A system for use with a local storage device at a remote viewer location for storing and playing back a broadcast event, the system including a personal interactivity recorder (PIR) at the remote viewer location for causing to be stored interactive content related to the broadcast event and received ~~over a separate channel~~ separately from the broadcast event at the time of the broadcast event, the same interactive content configured to be displayed to a plurality of remote viewers during the time of the broadcast event, the PIR temporally associating the interactive content with the broadcast event such that when the broadcast event is played back from storage, the PIR provides to the user the interactive content during times within the stored broadcast event when such content would have been displayed when the event was broadcast, the interactive content provided by the PIR configured to be the same interactive content that would have been displayed when the event was being broadcast.

14. (Previously Presented) The system of claim 13, wherein the local storage device includes fast forward, rewind, and pause functions.

15. (Previously Presented) The system of claim 13, wherein the PIR uses one or more of absolute time codes, relative time codes, and frame sequence numbers to temporally associate the content with the broadcast event.

16. (Previously Presented) The system of claim 13, wherein the interactive content includes trivia questions, and the PIR stores the questions and answers provided during the broadcast.

17. (Original) The system of claim 16, wherein the PIR provides to the user an indication of a correct or incorrect answer after the user enters an answer to the trivia question.

18. (Original) The system of claim 13, wherein the interactive content includes poll questions, and the PIR stores poll questions and results during the broadcast event for display when the broadcast event is played back.

19. (Original) The system of claim 13, wherein the PIR uses the same storage medium as the broadcast event.

20-27. (Cancelled)

28. (Previously Presented) The method of claim 1, wherein the interactive content provided during the first and second time periods is not targeted interactive content that is based on individualized viewer profile information.

29. (Previously Presented) The system of claim 13, wherein the interactive content provided by the PIR and at the time of the broadcast event is not targeted interactive content that is based on individualized viewer profile information.

30. (Previously Presented) An interactive television system for storing and playing back an enhanced video program, the system including:

a broadcast device for broadcasting a video program during a first time period, the video program being associated with interactive data for displaying interactive content during the first time period; and

a plurality of client devices at a plurality of end-user locations, each of the plurality of client devices operably coupled to the broadcast device over a data communications network and receiving the broadcast video program and the interactive data for displaying the same interactive content during the first time period at each of the plurality of client devices, each client device including a first recording device coupled to a first local storage medium for recording the broadcast video program and a second recording device coupled to a second local storage medium for recording the interactive data, the first and second recording devices being respectively configured to retrieve the recorded video program and the interactive data during a second time period in response to a user command, and play back the retrieved video program and the interactive content associated with the retrieved interactive data, wherein the playback of the interactive content is at one or more times during the video program when such interactive content would have been displayed when the video program was broadcast during the first time period, the interactive content provided during the second time period further configured to be the same interactive content that would have been displayed when the event was broadcast during the first time period.

31. (Previously Presented) The system of claim 30, wherein the first local storage medium is the same as the second local storage medium.

32. (Previously Presented) The system of claim 30, wherein the first recording device is the same as the second recording device.

33. (Previously Presented) The system of claim 30 further comprising:

a user input device operably coupled to each client device for transmitting a video control message to the first and second recording devices, the first and second recording devices being configured to separately perform a corresponding action on respectively the video program and interactive content in response to the video control message.

34. (Previously Presented) The system of claim 34, wherein the video control message is a message selected from a group consisting of fast forwarding, rewinding, and pausing.

35. (Previously Presented) The system of claim 30, wherein the interactive content provided during the first and second time periods is not targeted interactive content that is based on individualized viewer profile information.

36. (New) The method of claim 1, wherein the PIR is invoked for forwarding and rewinding the stored interactive content.

37. (New) The method of claim 1 further comprising:  
receiving a user interaction from the particular one of the devices during playback of the interactive content, wherein the interactive content is a poll question and the user interaction is a response to the poll question, wherein the poll response transmitted during the playback of the interactive content is ignored by the server system in calculating a poll result.

38. (New) The system of claim 13, wherein the PIR is configured to record the interactive content separately from the broadcast event.

39. (New) The system of claim 30, wherein each of the plurality of client devices are configured to receive the interactive data separately from the broadcast video program.

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40. (New) The system of claim 39, wherein the second recording device stores the interactive data separately from the broadcast video program.